



FOR IMMEDIATE RELEASE

The Junior League of Atlanta and ATL Year of the Youth Partner for Literacy Walk

Step into Literacy for Atlanta on Saturday, November 4, 2023, at 11:00 a.m.

Atlanta, GA - October 1, 2023 - In an effort to combat the alarming literacy crisis affecting Atlanta's youth, The Junior League of Atlanta (JLA), in partnership with the City of Atlanta and the 2023 ATL Year of the Youth Initiative, is proud to announce the third annual Literacy Walk scheduled for Saturday, November 4, 2023, at 11:00 a.m. The event will take place at Westside Park, located at 1660 Johnson Rd NW, Atlanta, GA 30318.

Literacy and Justice for All reports that just 30 percent of Atlanta's children achieve proficiency in reading by the time they reach the fourth grade. A more detailed examination of the data, particularly in terms of racial demographics, reveals that only 16 percent of Black children reach this reading milestone by the same grade. These statistics remain similar for children who are non-native English speakers or those eligible for free and reduced lunch programs. Literacy & Justice for All is an Atlanta-wide collaboration that began in Marietta to bring the Science of Reading to every child.

"We believe that every child deserves the opportunity to develop strong reading skills, regardless of their background," says Chris Brodnan, President of The Junior League of Atlanta. "By participating in the Literacy Walk, you can help us raise awareness about the illiteracy crisis in our city and be a catalyst for community change."

The Literacy Walk is a family-friendly event designed to raise awareness about this crisis and promote literacy awareness. Participants of all ages are encouraged to join the 1-mile walk, which will also feature face painting, a celebrity reader, treats for the whole family, and a vendor market showcasing local organizations dedicated to promoting literacy.

Mayor Andre Dickens initiated the ATL Year of the Youth Initiative with the goal of making Atlanta the best place for children to grow up, ensuring they have access to high-quality cultural and educational opportunities. JLA shares this vision and is committed to addressing the literacy disparities head-on.

"I believe that our youth are the future of our city, and it is our responsibility to support them as they navigate the challenges and opportunities of modern society," shared Mayor Andre Dickens. "By investing in our young people, we are investing in the future of Atlanta. Literacy is the cornerstone of education, and by addressing this challenge together through initiatives like



the Literacy Walk, we can build a stronger, more equitable Atlanta where all our children have the chance to thrive,

Ticket Information:

\$35 / Adult Ticket - Early Bird Thru 10/14

\$12 / Child Ticket - Early Bird Thru 10/14

\$35 / Phantom/Virtual Walker - Early Bird Thru 10/14

\$40 / Adult Ticket

\$15 / Child Ticket

\$40 / Phantom/Virtual Walker

Purchase your tickets today and join the fight for literacy and education. Together, we can create a future where every child has the opportunity to thrive through the power of literacy.

For more information and to purchase tickets, visit <https://www.jlatlanta.org/events/literacy-walk-2023/>.

For over a century, the JLA has been at the forefront of championing early childhood education in Atlanta. Since its inception in 1916, JLA has demonstrated unwavering commitment to the development and enrichment of the city's young minds. A hallmark achievement came in 1938 when JLA founded the Atlanta Speech School, a pioneering institution renowned as the most comprehensive center for language and literacy in the United States. In 1986, JLA established the Atlanta Children's Shelter, which not only provides essential support to homeless children but also offers a dedicated educational curriculum to pave the way for brighter futures.

Today, JLA continues to collaborate with a network of partners in the field, advocating for legislation aimed at improving early education outcomes, and supporting various initiatives designed to enhance the educational experiences of Atlanta's children. Notable programs like Journey to Literacy, initiated by JLA in 2009, are instrumental in distributing hundreds of books annually to families visiting public libraries in targeted Atlanta areas, fostering not only literacy but also engagement in enriching activities. Furthermore, JLA actively participates in key regional coalitions dedicated to early childhood education, including the Georgia Infant-Toddler Coalition and Promise All Atlanta Children Thrive (PAACT), both administered by JLA partner GEEARS (Georgia Early Education Alliance for Ready Students), as well as Learn4Life. JLA's enduring commitment to early childhood education underscores its mission to empower and nurture the future leaders of Atlanta through educational excellence.



About The Junior League of Atlanta

For over a century, The Junior League of Atlanta (JLA) has been committed to the health and well-being of women and children in Atlanta. JLA is a catalyst for community change, empowering women who are passionately focused on the health, education, and welfare of women and children. Through volunteer action, collaboration, and training, JLA members are dedicated to advancing women's leadership for meaningful community impact.

About the 2023 ATL Year of the Youth Initiative

The ATL Year of the Youth Initiative, launched by Mayor Andre Dickens, aims to make Atlanta the most exceptional place for children to grow up. The initiative provides children, youth, and young adults with unparalleled access to high-quality cultural and educational opportunities, fostering a brighter future for Atlanta's youth.

Resources:

[L4L-2022-Annual-Report-1.pdf \(l4lmetroatlanta.org\)](#)